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Cancel claims 4 and 5.

Please replace current 6 with the following:

6. (Amended) The method of claim 9, wherein the step of conducting a search over the network includes the use of an existing search engine.

Cancel claim 7.

Please add new claims 8 and 9 as follows:

8. (New) A method of purchasing goods and services over a computer network, comprising the steps of:

conducting a search over the network to determine the most favorable advertised price for the goods or services;

obtaining said most favorable advertised price for goods and services from a first set of multiple vendors; and

using the most favorable advertised price for goods and services to solicit bids over the network from a second set of multiple vendors to obtain a price for the goods and services which is lower than the most favorable advertised price.

9. (New) A method of purchasing goods and services over the Internet, comprising the steps of:

obtaining a posted price associated with the goods and services from a first set of multiple vendors over the Internet;

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determining a lowest posted price of the posted prices obtained in the previous step;
submitting a starting bid over the Internet which is lower than the lowest posted price;
collecting one or more reverse bids from a second set of multiple vendors over the Internet,
wherein each reverse bid represents a price which is lower than the starting bid;
selecting a final bid from among the reverse bids; and
purchasing the goods or services using the final bid.